

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A shopping assistance service method, comprising the steps of:
 - (a) capturing information about an item of interest at a business premises where the item is being offered; by a user using a mobile device and sending ~~that the~~ information, at the time of capture, to a service system over at least a mobile radio infrastructure;
 - (b) receiving the information at the service system, determining a location associated with the information, and processing the information to identify at least the type of item of interest;
 - (c) delivering, to said user, at least one of comparative-pricing and availability data for items of the type identified in step (b) for at least one of other business premises in a zone centered on said location~~carrying out a specific task relating to the identified item and delivering an output, said location being used to organise and/or select what is in said output.~~
2. (original) A method according to claim 1, wherein said location is that of the business premises where the item is being offered.
3. (original) A method according to claim 2, wherein said location is determined in one of the following ways:
 - by extraction from said information as specific data included by the sender;
 - by request to a location server of a mobile radio infrastructure through which said information has been sent to the service system from a mobile entity;

- by reference to a database relating business identity to location, said information including the identity of the business where the item is on offer;
- by processing of image data included in said information.

4. **(currently amended)** A method according to claim 1, wherein said location is a predetermined location specified by the party responsible for sending the information to the service system ~~either in a user profile held by the service system or in said information.~~

5. **(currently amended)** A method according to claim 1, wherein step (b) ~~involves~~ includes determining multiple locations associated with said information, one said location being that of the business premises where the item is being offered and another said location being a predetermined location specified by ~~the party responsible for sending the information to the service system~~ said user either in a user profile held by the service system or in said information; step (c) determining at least one of comparative pricing and availability data for items of said identified type from business premises in a respective zone centered on each of said locations ~~all being used to organise and/or select what is in said output.~~

6. **(currently amended)** A method according to claim 1, wherein for the ~~or each~~ location determined in step (b), step (c) ~~involves~~ includes organising said ~~data~~ output according to identified zones of different accessibility from said location.

7. (original) A method according to claim 6, wherein said zones comprise at least two from the following:

- a convenient walking zone around said location;
- a convenient driving zone around said location;
- an internet-accessible zone with delivery to said location.

8. (canceled)

9. (canceled)

10. (canceled)

11. (original) A method according to claim 1, wherein the processing of said information in step (b) ~~involves~~ includes one or more of the following operations:

- extracting data from specific data fields;
- analysing image data included in said information using OCR techniques;
- matching image data included in said information against stored image data;
- interpreting bar code image data included in said information;
- applying speech recognition to recorded audio data included in said information.

12. (original) A method according to claim 1, wherein said specific task is selected by the party responsible for sending the information in step (a), the selected task being explicitly specified in said information sent to the service system.

13. (canceled)

14. (currently amended) A method according to claim 1, wherein said output is made available to ~~the party responsible for step (a)~~ said user in one or more of the following ways:

- by return over a data channel used to the send the information to the service system in step (a);
- by electronic mail to a electronic mail address specified in said information or in a user

- profile held by the service system in respect of said party;
- by print out and mailing of the print out to a physical mail address specified in said information or in a user profile held by the service system in respect of said party;
 - by making said output available at a web site accessible by said party.
15. (original) A method according to claim 1, wherein said item of interest is a product on offer for sale or hire.
16. (original) A method according to claim 1, wherein said item of interest is a service.
17. (currently amended) A shopping-assistance service system, comprising:
- a receiving means-subsystem for receiving at the service system from a user information about an item of interest on an offer at a business premises, said information including an indication of the location of said premises;
 - a processing means-subsystem for processing the information to identify at least the type of said item of interest and the location of said premises;
 - a task means-subsystem for obtaining at least one of comparative-pricing and availability data for the type of item identified by the processing subsystem, for other business premises in a zone centered on said location; and
 - an output subsystem for sending the at least one of comparative-pricing and availability data to the user. ~~for carrying out a specific task relating to the identified item and delivering an output, said location being used to organise and/or select what is in said output.~~
18. (currently amended) A system according to claim 17, wherein said task subsystem ~~means-is operative-arranged~~ to organize said output according to zones of different

accessibility from said location.

19. (original) A system according to claim 18, wherein said zones comprise at least two from the following:

- a convenient walking zone around said location;
- a convenient driving zone around said location;
- an internet-accessible zone with delivery to said location.

20. (canceled)

21. (currently amended) A shopping-assistance service system, comprising:

- a receiving subsystem means for receiving at the service system from a user information about an item of interest on an offer at a business premises;
- a processing means subsystem for processing the information to identify at least the type of said item of interest;
- a location-determining means subsystem for determining a location associated with the received information; and
- a task subsystem for obtaining at least one of comparative-pricing and availability data for the type of item identified by the processing subsystem, for other business premises in a zone centered on said location, the task subsystem being arranged to organize said data according to identified zones of different accessibility from said location; and
- an output subsystem for sending the at least one of comparative-pricing and availability data to the user. means for carrying out a specific task relating to the identified item and delivering an output, said location being used to organise said output according to zones of different accessibility from said location.

22. (original) A system according to claim **21**, wherein said zones comprise at least two from the following:

- a convenient walking zone around said location;
- a convenient driving zone around said location;
- an internet-accessible zone with delivery to said location.

23. (canceled)

24. (New) A method according to claim **5**, wherein for each location determined in step (b), step (c) includes organizing said data according to identified zones of different accessibility from that location.

25. (New) A method according to claim **24**, wherein said zones comprise at least two from the following:

- a convenient walking zone around said location;
- a convenient driving zone around said location;
- an internet-accessible zone with delivery to said location.

26. (New) A system according to claim **17**, wherein said information further includes an indication of at least one further location specified by said user, the processing subsystem being arranged to identify said at least one further location and the task subsystem being arranged to determine at least one of comparative-pricing and availability data for items of said identified type from business premises in a respective zone centered on each said location.

27. (New) A system according to claim **26**, wherein for each location determined by the processing subsystem, the task subsystem is arranged to organize said data according to

identified zones of different accessibility from that location.

28. (New) A system according to claim **27**, wherein said zones comprise at least two from the following:

- a convenient walking zone around said location;
- a convenient driving zone around said location;
- an internet-accessible zone with delivery to said location.

29. (New) A system according to claim **21**, wherein said information further includes an indication of at least one further location specified by said user, the processing subsystem being arranged to identify said at least one further location from said information and the task subsystem being arranged to determine at least one of comparative-pricing and availability data for items of said identified type from business premises in respective identified zones of different accessibility centered on each said location.

30. (New) A system according to claim **29**, wherein said zones comprise at least two from the following:

- a convenient walking zone around said location;
- a convenient driving zone around said location;
- an internet-accessible zone with delivery to said location.

31. (New) The method of claim **1** wherein the comparative pricing data are not delivered to said user.

32. (New) The method of claim **1** wherein the availability data are not delivered to said user.

33. (New) The method of claim **17** wherein the task subsystem does not sent to the user the comparative pricing data.

34. (New) The method of claim **17** wherein the task subsystem does not sent to the user the availability data.

35. (New) The method of claim **21** wherein the task subsystem does not sent to the user the comparative pricing data.

36. (New) The method of claim **21** wherein the task subsystem does not sent to the user the availability data.